



- 1. Evaluate Site Speed
- 2. Assess mobile-friendliness
- 3. Check for indexability and crawlability status
- 4. Check your organic search performance
- 5. Assess whether your title tags & meta descriptions are optimized
- 6. Keyword Usage Assessment
- 7. Analyze your heading structure
- 8. Ensure your site architecture follows a logical hierarchy
- 9. Optimize your internal links for a better user experience
- 10. Use canonical tags to avoid duplicate content issues
- 11. Assess your backlink profile
- 12. Identify and fix broken links
- 13. Assess whether your website implements E-E-A-T
- 14. Evaluate content freshness and uniqueness
- 15. Identify thin content and duplicate content issues
- 16. Optimize content for user intent and search intent
- 17. Identify and fill content gaps
- 18. Identify top performing pages